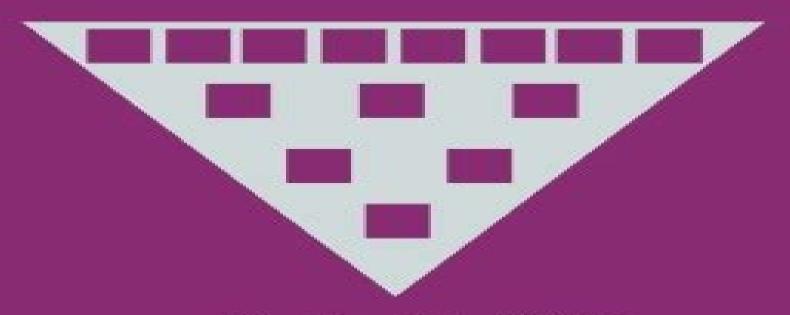
# THE 3M MODEL OF MOTIVATION AND PERSONALITY THEORY AND EMPIRICAL APPLICATIONS TO CONSUMER BEHAVIOR

by John C. Mowen



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# **3m Model Of Motivation And Personality**

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#### **3m Model Of Motivation And Personality:**

The 3M Model of Motivation and Personality John C. Mowen, 2013-03-14 Integrating control theory evolutionary psychology and a hierarchical approach to personality this book presents a new approach to motivation personality and consumer behavior Called the 3M which stands for Meta theoretic Model of Motivation this theory seeks to account for how personality traits interact with the situation to influence consumer attitudes and actions The book proposes that multiple personality traits combine to form a motivational network that acts to influence behavior Mowen argues that in order to understand the causes of enduring behavioral tendencies one must identify the more abstract traits underlying surface behaviors In constructing the 3M model the author reports data from fifteen empirical studies employing over 3500 respondents In this hierarchical model four types of personality traits are identified elemental compound situational and surface traits Eight elemental traits are proposed as forming the underlying dimensions of personality Consistent with control theory the research reveals that the elemental traits combine to form compound traits such as self efficacy task orientation playfulness and competitiveness These elemental and compound traits combine with situational influences to cause enduring behavioral tendencies within general situational contexts Examples of situational traits investigated include impulsive buying value consciousness sports interest and health motivation In the 3M model the elemental compound and situational traits combine to yield surface traits which are enduring dispositions to act in specific behavioral contexts Five surface traits are empirically investigated in the book compulsive buying sports participation healthy diet lifestyles proneness to bargaining and a tendency to frugality Across these five studies the empirical results reveal that the 3M model accounts for over 44% of the variance in the surface trait measures By presenting a new meta theory of motivation and personality that is testable Mowen's 3M model accounts for high levels of variance in consumer behavior By integrating the work of selected past and current theorists into a comprehensible whole the 3M model provides coherence in a field currently dominated by conflicting ideas theories and approaches The book provides evidence that by understanding the individual dispositions that underlie consumer behavior public policy officials and marketing specialists can develop better communication programs to influence and persuade their target audiences The book shows how to employ the 3M model to segment the marketplace provide psychographic inventories position brands create promotional themes and develop brand The 3M Model of Motivation and Personality John C. Mowen, 2000 Mowen argues that in order to personalities understand the causes of enduring behavioral tendencies one must identify the more abstract traits underlying surface *The 3m Model of Motivation and Personality* John Mowen, 2014-01-15 behaviors BOOK JACKET Exploring the Motivation and Personality Traits of Adventure Travelers Paige Patrice Schneider, 2010 **Consumer Behaviour** Michael Solomon, Rebekah Russell-Bennett, Josephine Previte, 2012-10-24 Consumer behaviour is more than buying things it also embraces the study of how having or not having things affects our lives and how possessions influence the way we feel about

ourselves and each other our state of being The 3rd edition of Consumer Behaviour is presented in a contemporary framework based around the buying having and being model and in an Australasian context Students will be engaged and excited by the most current research real world examples global coverage managerial applications and ethical examples to cover all facets of consumer behaviour With new coverage of Personality and incorporating real consumer data Consumer Behaviour is fresh relevant and up to date It provides students with the best possible introduction to this fascinating **Client Psychology** CFP Board, 2018-03-13 A Client Centered approach to Financial Planning Practice built by Research for Practitioners The second in the CFP Board Center for Financial Planning Series Client Psychology explores the biases behaviors and perceptions that impact client decision making and overall financial well being This book written for practitioners researchers and educators outlines the theory behind many of these areas while also explicitly stating how these related areas directly impact financial planning practice Additionally some chapters build an argument based solely upon theory while others will have exclusively practical applications Defines an entirely new area of focus within financial planning practice and research Client Psychology Serves as the essential reference for financial planners on client psychology Builds upon and expands the body of knowledge for financial planning Provides insight regarding the factors that impact client financial decision making from a multidisciplinary approach If you re a CFP professional researcher financial advisor or student pursuing a career in financial planning or financial services this book deserves a prominent spot on your professional bookshelf European Journal of Tourism Research, 2012-04-01 The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism published by Varna University of Management Bulgaria Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism Publications from all fields connected with tourism such as management marketing sociology psychology geography political sciences mathematics statistics anthropology culture information technologies and others are invited The journal is open to all researchers Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words Major research articles of between 10 000 and 20 000 are highly welcome Longer or shorter papers will also be considered The journal publishes also Research Notes of 1 500 2 000 words Submitted papers must combine theoretical concepts with practical applications or empirical testing The European Journal of Tourism Research includes also the following sections Book Reviews announcements for Conferences and Seminars abstracts of successfully defended Doctoral Dissertations in Tourism case studies of Tourism Best Practices The European Journal of Tourism Research is published in three Volumes per year The full text of the European Journal of Tourism Research is available in the following databases EBSCO Hospitality and Tourism CompleteCABI Leisure Recreation and TourismProQuest Research Library Individual articles can be rented via journal s page at DeepDyve The journal is indexed in Scopus and Thomson Reuters Emerging Sources Citation Index The editorial team

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The Psychology of Consumer Profiling in a

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critical aspect of business success Marketers need to know what consumers think about brands why they like them and what
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**Compulsive Buying** Trevor A. Smith, Kenroy C. Wedderburn, 2021-11-03 Compulsive buying is a shopping addiction with worldwide prevalence that causes significant emotional financial and social problems for those afflicted by it While most research has focused on the problem and its consequences this book examines the intersections between consumer traits self regulation ethical considerations and compulsive buying Compulsive Buying Consumer Traits Self Regulation and Marketing Ethics presents a model on consumer trait predictors of compulsive buying as well as guidelines for consumers government policymakers and companies Communication in Organizations Dave Tofanelli, 2012-03-30 The future of business communications is a fully interconnected world where every employee will access create and use content from anywhere At the same time companies want to keep their employees connected anytime or anywhere Employees are no longer tied to their desktops and they want the same communications options on the road or from home that they have in the office Face to face communication is quickly becoming a lost art in this age of e mail texting and voicemail But ultimately when it comes to engaging an audience or making a compelling sales presentation business is still driven by personal communication High technology sets the stage but speaking face to face seals the deal Lack of communicative ability plagues many corporations and the professionals that rise to the top are overwhelming those that develop communication approaches that achieve results But communicating with influence takes work and requires constant attention This text will assist you in understanding types of communication explain how successful communication takes place and suggest ways of improving European Consumers in the Digital Era Małgorzata Bartosik-Purgat, Nela Filimon, 2022-10-18 Consumers communication make purchasing decisions every day taking into account their needs preferences and beliefs which may change due to various determinants some depending on the consumers themselves and others on the organizations acting in the market What determinants are inducing these changes in consumers needs perceptions attitudes values and finally purchasing

behavior This edited collection offers a comprehensive description of the consumer behavior process and the determinants that affect it in the era of digitalization This book offers a holistic perspective of consumer behavior in the 21st century in different European cultures that are characterized by new technologies including smartphones AR IoT AI and social media as well as cultural changes and the Covid 19 pandemic The first part of the book is devoted to characteristic phenomena in consumer behavior in the era of digitalization such as changes in the consumer buying decision making processes e commerce prosumers and consumers attitudes towards innovations. The second part will describe the consumers their decision making processes with examples from almost all geographical regions in Europe including Germany Spain Italy Finland Poland and Russia Both individually and collectively the contributors provide discussion points and practical implications resulting from the changes observed in consumer behavior in each country European Consumers in the Digital Era provides a comprehensive overview of digital consumer behavior offering timely insights for scholars and researchers It will also appeal to postgraduate students of related fields including marketing innovation and sociology Guide to Live Direct and Unbiased News Translation 'Alī Darwish, 2010 This book examines the role of translation in news making taking Arabic satellite television as its case study and presents a framework for journalists translators news editors and other media workers to help them avoid the pitfalls of translation mediation P 4 of cover **Wiley International Encyclopedia of Marketing, 6 Volume Set**, 2011-02-07 With over 300 entries from hundreds of global experts this is one of the premier marketing reference resources available worldwide The 6 volume WIEM provides scholars and professionals with an international guide to marketing concepts and applications. The far reaching new developments challenges and opportunities that have arisen in recent years are fully reflected in the entries Scholars and professionals will enjoy the flexible multi level structure with entries ranging from topics summaries to short essays reviewing areas of development and debate Entries are further extended by sophisticated cross referencing both among volumes and between encyclopedia entries and external sources The encyclopedia is also available online For ease of reference the entries are arranged alphabetically within each of the subject volumes Designed to encompass the scope of modern marketing the volumes cover Volume 1 Marketing Strategy Volume 2 Marketing Research Volume 3 Consumer Behavior Volume 4 Advertising and Integrated Communication Volume 5 Product Innovation and Management Volume 6 International Marketing Electronic **Hive Minds on Social Media: Emerging Research and Opportunities** Hai-Jew, Shalin, 2019-05-31 Researchers have harnessed the flood of personal information and opinions shared on social media platforms in a variety of ways People communicate not only what they imagine they are purposely sharing but also unintentionally leak information which allows others to glimpse a sense of the subconscious and unconscious at a macro level Electronic Hive Minds on Social Media Emerging Research and Opportunities explores various research techniques to profile the electronic hive mind around social topics as expressed on various modalities of social media from human bot and cyborg social media accounts and proposes

new research methods for harnessing public data from social media platforms Highlighting topics such as knowledge sharing swarm intelligence and social psychology this publication is designed for researchers social psychologists practitioners and students in marketing communications mass media and similar fields Research Anthology on Usage, Identity, and Impact of Social Media on Society and Culture Management Association, Information Resources, 2022-06-10 Much of the world has access to internet and social media The internet has quickly become a new hub for not only communication but also community development In most communities people develop new cultural norms and identity development through social media usage However while these new lines of communication are helpful to many challenges such as social media addiction cyberbullying and misinformation lurk on the internet and threaten forces both within and beyond the internet The Research Anthology on Usage Identity and Impact of Social Media on Society and Culture is a comprehensive resource on the impact social media has on an individuals identity formation as well as its usage within society and cultures It explores new research methodologies and findings into the behavior of users on social media as well as the effects of social media on society and culture as a whole Covering topics such as cultural diversity online deception and youth impact this major reference work is an essential resource for computer scientists online community moderators sociologists business leaders and managers marketers advertising agencies government officials libraries students and faculty of higher education researchers and academicians Exploring the Toxicity of Lateral Violence and Microaggressions Christine L. Cho, Julie K. Corkett, Astrid Steele, 2018-03-10 Examining the subtle forms of aggression violence and harassment that occur in our society and manifest in institutions and places of work the expert contributors collected here describe the experience of social marginalization and expose how vulnerable individuals work to navigate exclusionary climates This volume explores how bodies disrupt the status quo in multiple contexts and locations provides insights into how institutions are structured and how practices that may cause harm are maintained and finally considers progressive and proactive alternatives This book will be a key resource for academics and professionals in education sociology nursing law business and political science as well as organizations and policymakers grappling with aggression in the workplace **Dynamic Perspectives on Globalization** and Sustainable Business in Asia Ordoñez de Pablos, Patricia, 2018-10-26 In the increasingly turbulent political climate there has been growing interest in economic and international relations with Asia Understanding the business practices in countries of this region particularly uncertainties risks and opportunities associated with doing business in Asia will be key for competing in a global economy Dynamic Perspectives on Globalization and Sustainable Business in Asia provides perspectives on the challenges and opportunities of business growth in Asia with strategic insights on knowledge production innovation and disruptive technologies Featuring coverage on a broad range of topics such as consumer behavior financial literacy and value perception this book is ideally designed for academicians researchers government officials policymakers and practitioners seeking current research on the development of networks to support competitive advantage in the global

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